

CITY OF WILLIAMSBURG

2002 ANNUAL CITIZEN SURVEY RESULTS

EXECUTIVE SUMMARY

Each year, the City of Williamsburg conducts a survey of its citizens to assess the quality and value of local government services. The survey is one of several ways the city measures its performance with the goal of continuous improvement. This year **117** surveys were received in the mail, a 39% response rate. All 117 were included in the tabulated results.

Graph 1: Weighted scores of the overall city performance from 1995 to 2002. The average overall score of "4.2"(very good) up from the 2001 ("4.0") results, the highest score in eight years.

Graph 2: The operating departments are graphed from 1995 to 2002. Most departments weighted scores were slightly up this year averaging between very good and outstanding.

Graph 3: Weighted scores by "Value of Services," "Ease of Doing Business," and "Information From the City" are graphed from 1995 to 2002. "Value of Services" remained in 2002 at 4.1. "Ease of Doing Business" and "Information From the City" up from last year at 4.2 and 3.9 respectively.

Graph 4: Average weighted scores for "Safety" (8.2), "Beauty" (8.1), and "Livability" (8.6) are graphed with previous years. Is Williamsburg moving toward the City Council Vision of being a city that is "*still more safe, beautiful, and livable?*" Respondents were asked to rate the City in each category on a scale of 1-10 with 10 being the highest. Rankings continue in the range from between 8.0 – 8.5 in 2002.

Graph 5: Weighted scores for direct department contact for the categories of "Responsiveness," "Qualifications," "Courtesy," and "Satisfaction with Outcomes" are graphed from 1995 to 2002. "Courtesy" continues to be the highest scoring area for city employees with "Responsiveness" and "Outcome" closely following. Most citizens indicated that they had the most contact with the following departments: Commissioner of Revenue, Finance, and Police.

This year's survey also asked residents to rate how familiar and how important to the quality of life they felt a number of recently completed capital improvement projects have been in for the City of Williamsburg. Seven capital improvement projects were listed including: Williamsburg Regional Central Library Expansion (1997), Matthew Whaley Elementary Renovation (1998), City Square and Community Building (1999), Waller Mill Operations Building (2000), Underground Wiring Richmond and Jamestown Roads, Quarterpath Recreation Center Expansion and Renovation (2002), and Williamsburg Transportation Center (2002). Residents indicated that they were most familiar with the Williamsburg Regional Library Expansion (1997) and felt it to be the most important to the quality of life in the city (4.2).

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EXECUTIVE SUMMARY continued

In addition to the statistical information, the open-ended comments are also very valuable in providing feedback on City services. We asked residents to comment on what they are **most pleased** with, and **what most needs improvement**. Where possible, a City employee will call respondents, thank them for their comments and offer to discuss their comments. In a few cases, we can take specific action to solve a problem.

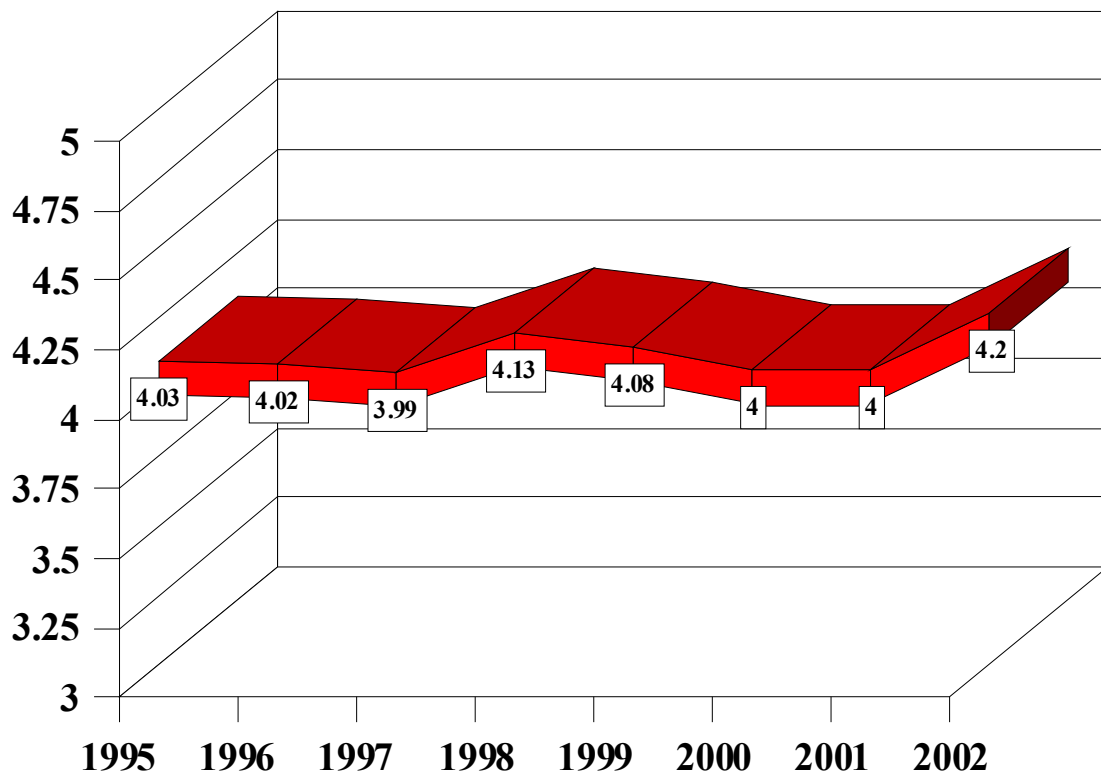
A detailed recital of the comments is attached. It is an excellent way to get a sense of what is most important to City residents when they think about city government, both their “best” and their “worst.”

This report also includes information on survey goals and methodology, plus the questions and results of all questions.

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**CITY OF WILLIAMSBURG
2002 ANNUAL CITIZEN SURVEY RESULTS**

GRAPH 1
Overall Weighted Scores for Quality of Services
the City Provides
1995-2002
5=Outstanding, 4=Very Good, 3=Good, 2=Poor, 1=Unacceptable

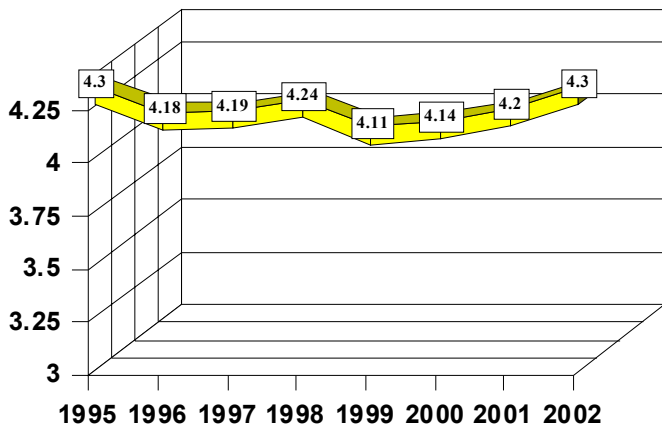


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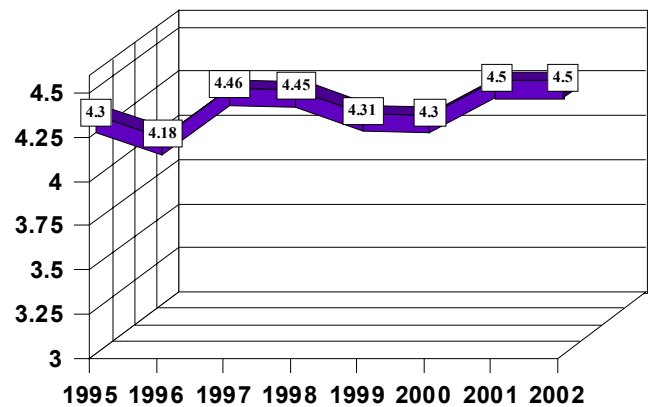
GRAPH 2
Weighted Scores By Department
1995-2002

5=Outstanding, 4=Very Good, 3=Good, 2=Poor, 1=Unacceptable

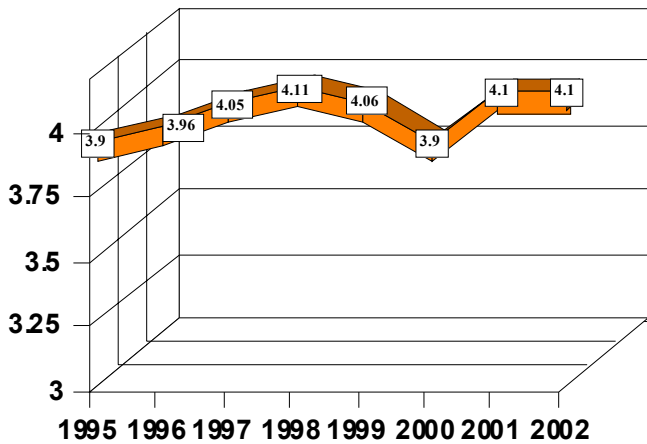
Police



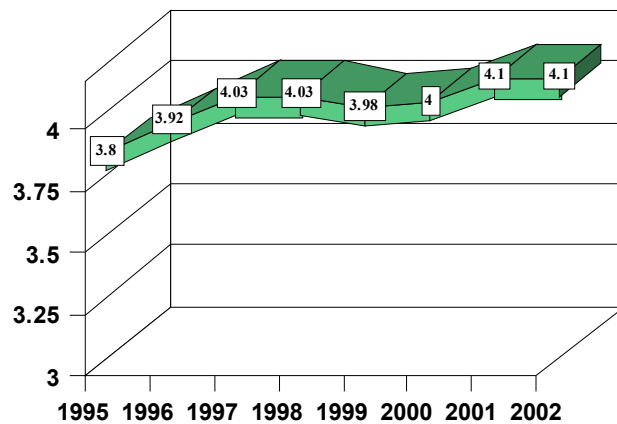
Fire



Public Works



Public Utilities

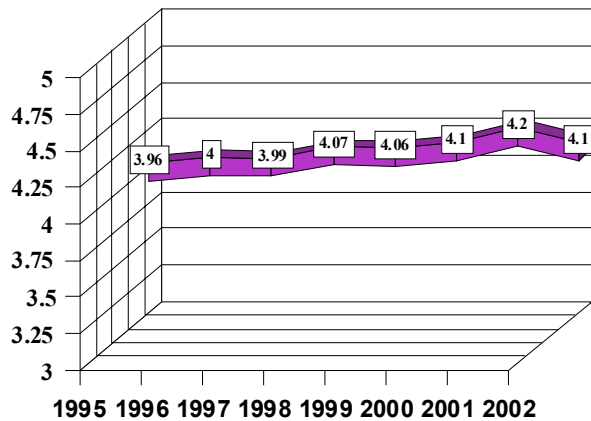


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2002 ANNUAL CITIZEN SURVEY RESULTS**

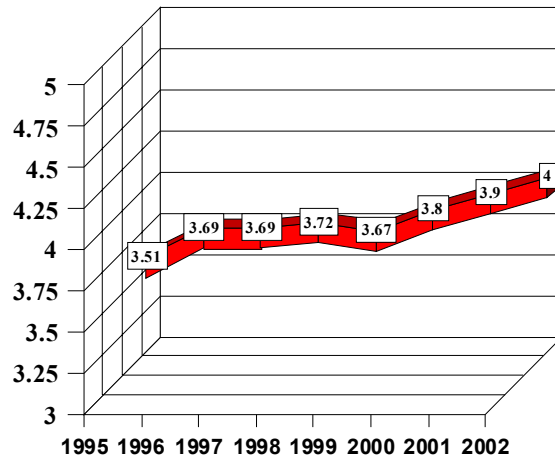
**GRAPH 2 continued
Weighted Scores By Department
1995-2002**

5=Outstanding, 4=Very Good, 3=Good, 2=Poor, 1=Unacceptable

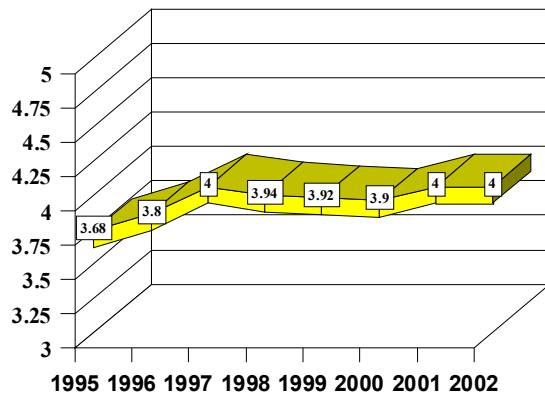
Parks & Rec



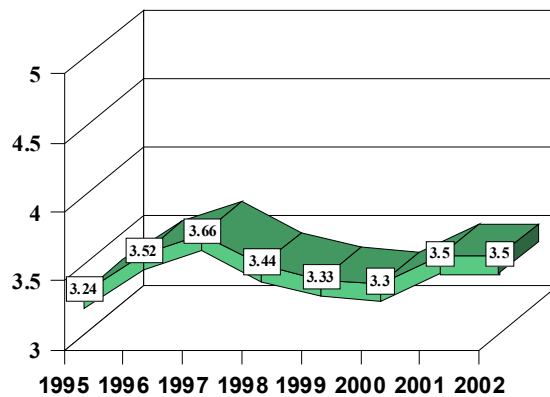
Human Services



Finance



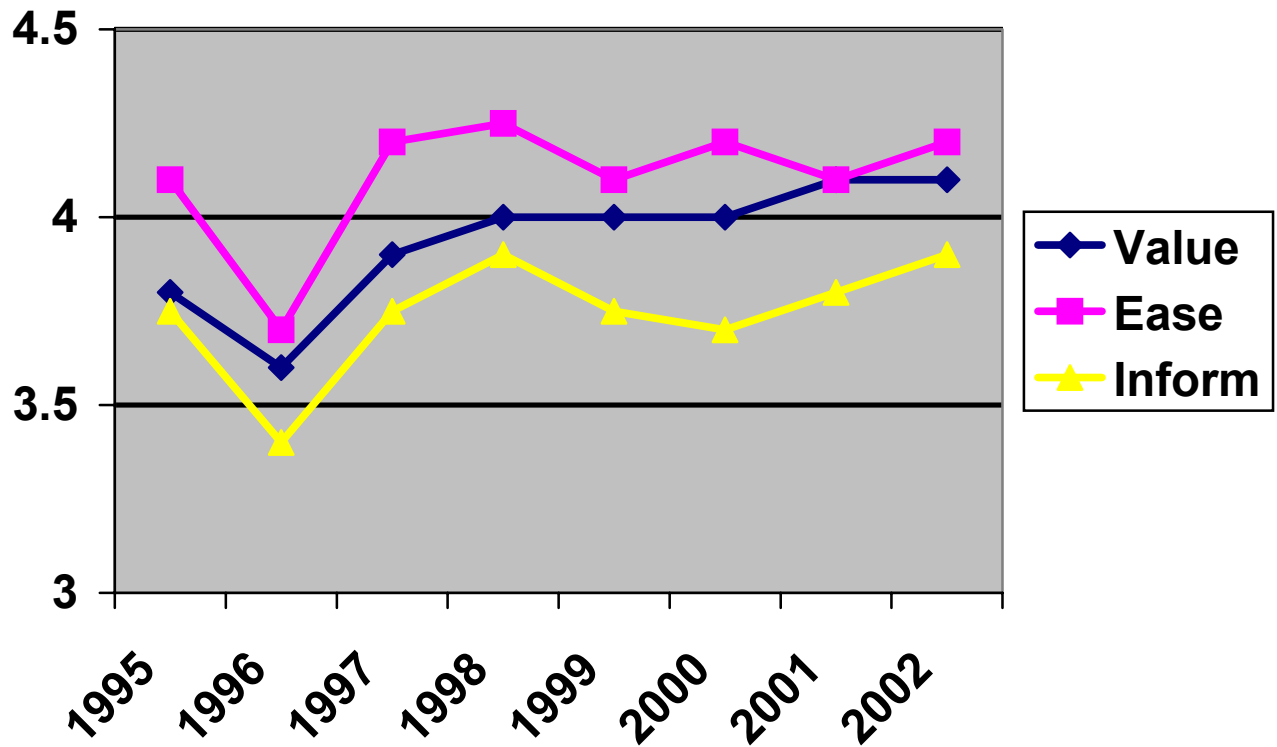
Planning



**GRAPH 3
Weighted Scores by
Value of Services, Ease of Doing Business,**

**CITY OF WILLIAMSBURG
2002 ANNUAL CITIZEN SURVEY RESULTS**

**and Information From the City
1995-2002**

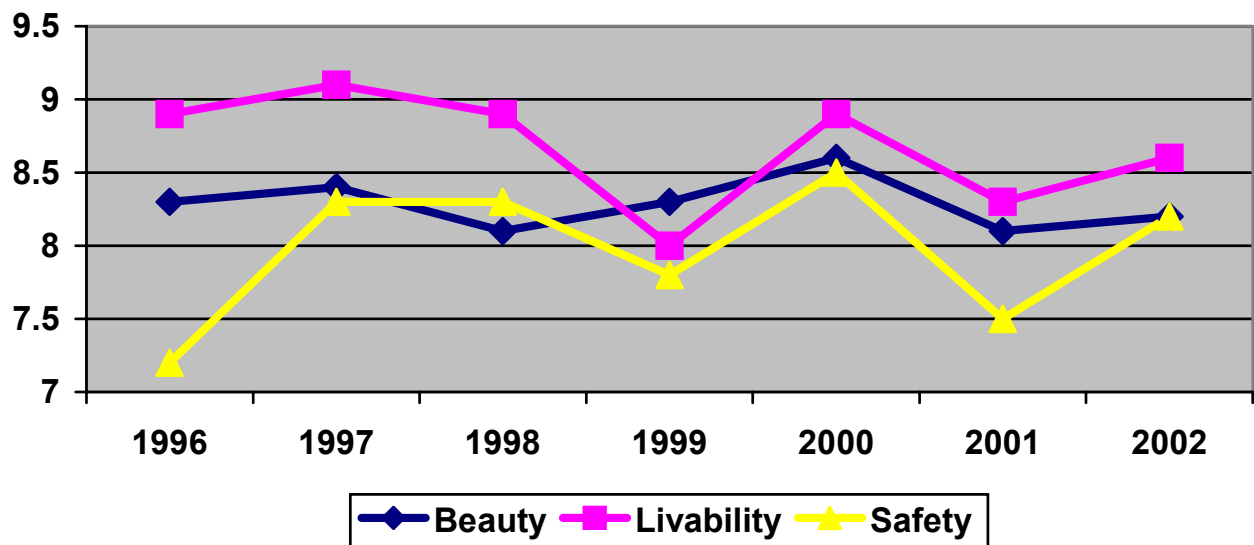


Weighted Scores for 2002

Value of Service: 4.1
Ease of Doing Business: 4.2
Information from City: 3.9

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GRAPH 4
Weighted Scores by
Safety, Beauty, and Livability
1996 to 2002
(Scores range from 1 to 10.
10=perfect)



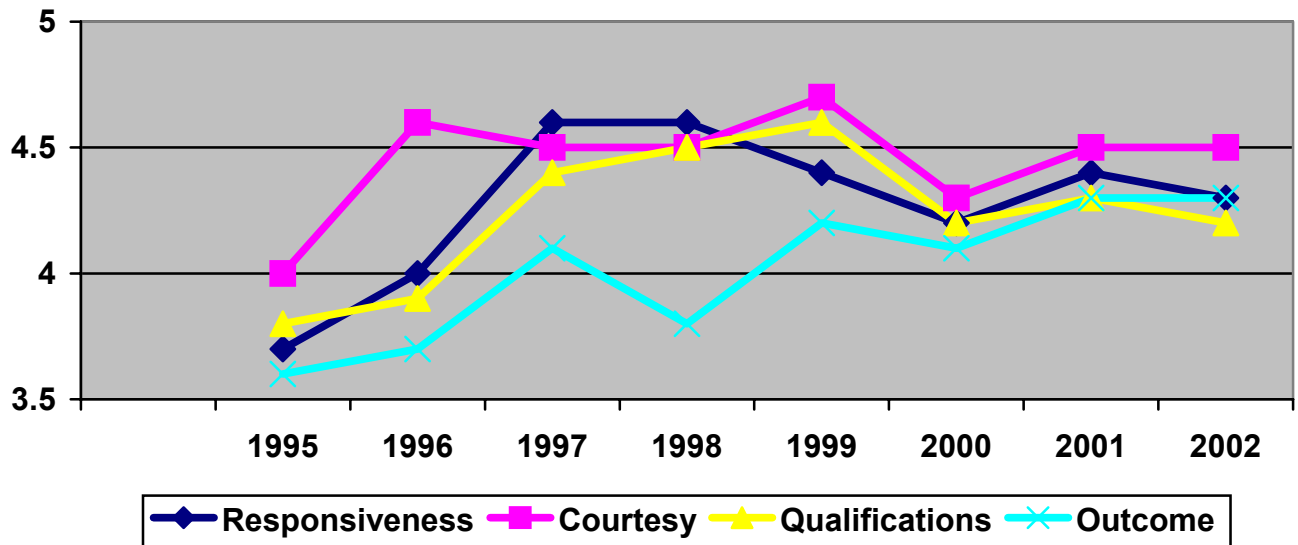
2002 Weighted Scores

Safety: 8.2
Beauty: 8.2
Livability: 8.6

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GRAPH 5
Weighted Scores by
Direct Employee Contact
1995-2002

5=Outstanding, 4=Very Good, 3=Good, 2=Poor, 1=Unacceptable



2002 Weighted Scores:

Responsiveness: 4.3

Courtesy: 4.5

Qualifications: 4.2

Outcome: 4.3

SURVEY GOALS, PROCESS, & METHODOLOGY

Background

In 1995, the QUEST (Quality through Education, Service, & Teamwork) Team designed a citizen survey to seek feedback from city residents on the quality of city services. After this survey proved to be an excellent way to receive feedback, City Council agreed to conduct an annual citizen survey.

Goals

The City Manager and the QUEST Team feel strongly that all local governments need to continuously seek to improve the quality and effectiveness of public services. Tools like quality surveys and performance measurement aid in this task. The goals of the quality survey are threefold:

- < Determine how City services are perceived in the eyes of residents, and educate them about city services where possible.
- < Glean information from citizens on how to improve. Get specifics on services with which they are most pleased and most displeased, and seek information useful for training employees on better ways to deliver services.
- < Analyze results over time.

Process

- < Multiple choice questions on the survey were tabulated and analyzed by the Assistant City Manager Jodi Miller, with the assistance of Sandi Filicko of the City Manager's Office. Michelle Woolson of the Finance Department assisted with the Internet survey component.
- < Open-ended questions were examined by the City Manager and department heads.
- < Department heads are asked to convene employees, read all comments pertaining to their department, then report to the City Manager of any comments or actions that resulted from the findings.

Methodology

- < 300 names were randomly selected from the quarterly citizen newsletter mailing list to receive a survey with a self-addressed, metered envelope.
- < 117 questionnaires were returned and tabulated in the 2002 results. 131 were returned in 2001, 142 in 2000, 136 in 1999, 147 in 1998, 125 in 1997, 114 in 1996, and 122 in 1995.
- < A written survey was chosen because the QUEST Team wished to provide citizens with ample time to think about their responses. The Police Department has a proven record of getting a good response rate (50%) to their annual survey of citizens.
- < The return rate was 39% as compared to 44% in 2001, 47% in 2000, 45% in 1999, 49% in 1998, 42% in 1997, 38% in 1996, and 49% in 1995.

SURVEY QUESTIONS & RESULTS

Overview: Fifty-nine males (55%) and 48 females (45%) participated in the 2002 survey. They tended to be long-term residents, 60 years and old, with two people in the household. The average years in the city of respondents was 15.3 years.

1. Specifically, how do you rate the quality of the following city services?

μ Police (uniform patrol, investigations, 911 communications, crime prevention)

☐ Outstanding = 40% ☐ Very Good = 49% ☐ Good = 9%
☐ Poor = 2% ☐ Unacceptable = 0

μ Fire (fire prevention & suppression, emergency medical service, emergency services)

☐ Outstanding = 51% ☐ Very Good = 44% ☐ Good = 5%
☐ Poor = 0 ☐ Unacceptable = 0

μ Public Works (streets, signals & signs, refuse & recycling, landscaping, mosquito control, cemetery)

☐ Outstanding = 34% ☐ Very Good = 46% ☐ Good = 15%
☐ Poor = 5% ☐ Unacceptable = 0

μ Public Utilities (water treatment & distribution, sewer)

☐ Outstanding = 30% ☐ Very Good = 51% ☐ Good = 16%
☐ Poor = 3% ☐ Unacceptable = 0

μ Parks and Recreation (parks & ball field maintenance, athletic & leisure activities)

Outstanding = 25% Very Good = 58% Good = 17%
Poor = 0 Unacceptable = 0

μ Human Services (assistance & services for youth, elderly, & families)

☐ Outstanding = 21% ☐ Very Good = 58% ☐ Good = 20%
☐ Poor = 1% ☐ Unacceptable = 0

μ Finance (property assessment, tax billing & collection, water billing & collection, dog tags)

☐ Outstanding = 27% ☐ Very Good = 52% ☐ Good = 17%
☐ Poor = 1% ☐ Unacceptable = 3%

μ Planning (long-range planning, zoning enforcement, site plan & archit. review, building inspection)

Outstanding = 14% Very Good = 34% Good = 42%
Poor = 8% Unacceptable = 2%

2. Overall, how do you rate the quality of services the city provides?

Outstanding = 30%
Poor = 0

Very Good = 61%
Unacceptable = 0

Good = 9%

3. With which department(s) have you had direct contact in the last year?

(You may check more than one box)

City Manager's Office
Building Inspection
Cedar Grove Cemetery
Commissioner of Revenue

Finance
Fire
Parks & Recreation
Planning

Police
Human Services
Street/Landscape Division
Water/Sewer Division

The 117 respondents averaged 2.6 contacts with departments in the last year (2.7 in 2001).

4. Pick one department with which you have had the most direct contact and rate below.

Respondents were asked to rate a specific department according to four criteria. When all department data is aggregated we get an approximation of how the city rates in these important categories. Courtesy, Responsiveness and Satisfaction with Outcome are the top qualities of city staff.

Weighted scores of all departments (5=Outstanding, 4=Very Good, 3=Good, 2=Poor, 1=Unacceptable)

Responsiveness = 4.3
Courtesy = 4.5

Qualifications = 4.2
Satisfaction with Outcome = 4.3

5. The City's Vision Statement calls for Williamsburg to become progressively safer, more beautiful, and more livable. On a scale of 1 to 10, how would you rate our city?

Very Unsafe 1 2 3 4 5 6 7 8 9 10 **Very Safe (8.2)**

Very Unattractive 1 2 3 4 5 6 7 8 9 10 **Very Beautiful (8.2)**

Very Unlivable 1 2 3 4 5 6 7 8 9 10 **Very Livable (8.6)**

6. Overall, how would you rate the value of services you receive? (Are you getting your money's worth from city government?)

Outstanding = 34% Very Good = 47% Good = 18%
 Poor = 1% Unacceptable = 0

7. Overall, how easy is the City of Williamsburg to do business with?

Very Easy = 39% Easy = 47% Neither = 13%
 Hard = 1% Very Hard = 0

8. Overall, does the city do a good job at keeping you informed of matters affecting you?

Outstanding = 24% Very Good = 45% Good = 28%
 Poor = 3% Unacceptable = 0

9. Of the city's methods of communicating with the general public, rank the following from 1 (most) to 4 (least) according to how useful each is to you.

 1 Quarterly newsletter 3 Ch. 48 bulletin 4 Internet web page 2 Newspapers

10. In recent years, the city has completed a number of capital improvement projects which were intended to add capacity, quality, functionality, and beauty to public facilities in the City of Williamsburg. Please rate each project as to a) how familiar you are with the project or improvement and b) how important you believe the project is to the quality of life in our community.

	Familiar 1(not familiar), 5 (very familiar)	Important 1(not important), 5 (very important)
Williamsburg Regional Central Library Expansion (1997)	3.8	4.2
Matthew Whaley Elementary Renovation (1998)	2.2	3.2
City Square and Community Building (1999)	3.3	3.5
Waller Mill Operations Building (2000)	1.9	3.7
Underground Wiring Richmond Road and Jamestown Road (2000)	3.5	4.1
Quarterpath Recreation Center Expansion and Renovation (2002)	2.8	3.3
Williamsburg Transportation Center (2002)	3.4	3.9

Comment on these or other city capital projects:

Comments on city capital projects are attached.

11. What one city service are you most pleased with? Why?

AND

What one thing could we do to improve your level of satisfaction with city services?

The open-ended questions are a terrific form of feedback. The 8½ x 14 inch survey format allows for more space to comment. Attached are the comments that were included with the 2002 survey results.

